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In 2014, Chiara Ferragni, a globe-trotting founder of the world's most popular fashion blog "The Blonde Salad," had to decide how to best monetize her blog as well as her shoe line called the "Chiara Ferragni Collection." A year earlier, Ferragni, together with her team, had already made a decision to transform her blog into an online lifestyle magazine and to build its positioning as a high ...

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The case traces the development of Lululemon Athletica (Lulu) from founder Chip Wilson's first post-yoga euphoria in 1997 through the sale of all his shares in 2015. Officially founded in 1998, Lulu was built on the foundation of its "miracle" figure-enhancing yoga pants made from a proprietary stretch fiber.

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